



## EDITORIAL DATA

Extent: 76 pages (72+4)

Price: 1 490 HUF (4.8€) - Subscription rate: 4 900 HUF (15.8 € / one year)

Distribution: 15 000 copies (12 000 copies to commercial partners + 1 500 copies to subscribers + 1 500 copies to our VIP list)

Special places: Liszt Ferenc Airport Business Lounges, Oxygen Wellness VIP Club

Target audience: people between the age 30 and 60. "A" class customer status, superlative qualification, manager or decision-maker. Responsive for new travel trends, seeks for new, quality travel destinations. Open for new products, services. Loyal to premium products, services and buys them.

## EDITIONS OF 2018

SPRING EDITION '18 - 27th MARCH

SPECIAL EDITION '18 - 15th MAY

'BLUE RIBBON' EDITION '18 - 16RD JULY

AUTUMN EDITION '18 - 29th SEPTEMBER

WINTER EDITION '18/2019 - 11th DECEMBER



Answering questions and requesting an offer

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## FirstClassispremiumunisexlifestyleprintedmagazine.

A prestigious magazine - designed especially for the Hungarian market. Distributed countrywide - expanded with alternative, targeted distribution channels. Successfully reaches people with higher income than the average. Outstanding photo and text quality - in the subjects of traveling, lifestyle and fashion from 2010.

The emphasis is on press quality, attractive layout and smart content, unique intonation. The guarantee for professional authenticity is Világjáró Utazási Magazin which has been on the market from 2001.

This magazine is included presentations of luxury services, hotels and high classified destinations and offers.

## MEDIA PARTNER | BLUE RIBBON | GORDON EVELYN AWARD

First sailed in 1934 the Kékszalag Round the Lake Balaton Race is the oldest round the lake sailing competition in Europe. Comparing to the similar regattas like Bold'Or, Rundum or Centomiglia it is sailed on the longest course approx. 155 km - 84 nautical miles. The participating fleet is usually around 600

We have been in contact with the Hungarian Sailing Association for many years. In this spirit, the First Class magazine is the proud media partner of the Blue Ribbon. In addition we founded the Gordon Evelyn Award for best women's racer - it is awarded each year. Our magazine is available on site during the event.

SIZE	TYPE (MM)	TRIM (MM)	BLEED (MM)	PRICE (€uro)
1/1 PAGE	170 x 227	210 x 267	220 x 277	4 000
2/1 PAGE	170 x 227	210 x 267	220 x 277	6 000
COVER 2	-	210 x 267	220 x 277	4 500
COVER 3	-	210 x 267	220 x 277	4 300
COVER 4	-	210 x 267	220 x 277	5 000
1/2 PAGE HOR.	170 x 114	210 x 127	220 x 137	2 600
1/2 PAGE VER.	83 x 217	103 x 267	113 x 277	2 600
1/3 PAGE HOR.	170 x 72	210 x 90	220 x 100	1 600
1/3 PAGE VER.	53 x 217	70 x 267	80 x 277	1 600

For unique forms of appearance, please contact our marketing & sales manager.

Prices do not include VAT (27%).